

City of Sandy Springs

LOGO PRESENTATION

10.04.16

IMBIBE

BRAND DESIGN

MAYOR RUSTY PAUL:

“We’re preserving the best of what brought people to Sandy Springs in the first place while growing and looking towards what makes this place great 50 years from now.”

Goals

- To raise the profile of Sandy Springs
- To create a distinct sense of place
- To attract/recruit people and business to Sandy Springs
- To unify sub-brands (hospitality, City Springs, etc.) under a strong, master brand
- To be a beacon reflecting the community's pride
- To live for a long time, staying relevant over the City's ongoing evolution

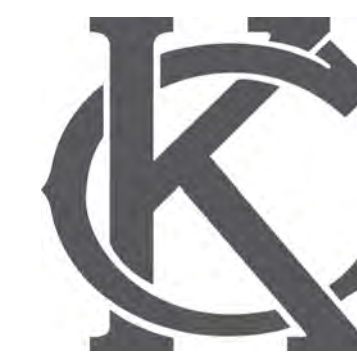
What we see

/COMPETITIVE



What we see

/NATIONAL



What we see

/ASPIRATIONAL



CITY OF MELBOURNE



HOUSTON
THE CITY WITH NO LIMITS



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



U.S. VIRGIN ISLANDS™
st.CROIX st.JOHN st.THOMAS

What we see

/AROUND HERE



Challenges

/INCONSISTENT REPRODUCTION



Challenges

/INCONSISTENT REPRODUCTION



AUDIENCE INTERVIEW THEMES

Nature

City amenities + vibe

Progress

Access/Location

Youth/Age

INSIGHT

Sandy Springs represents
two (typically) polar opposites:
The city and the suburbs.

Residents and Businesses
value them equally.

Recommendations

BRAND POSITION

The main idea people understand about your brand.

Urban energy

+

A laid-back lifestyle

DESIGN PRINCIPLES

Guiding principles for the design of Sandy Springs' brand

Dynamic (Communicating energy and excitement; ongoing evolution)

Natural (Celebrating the green space and natural beauty the city's known for)

Warm (Embodying the neighborly feel)

Grounded (Established, safe, strong roots)

Fresh (A youthful, innovative, forward-thinking spirit)

Logo

Existing Logo—Design Considerations



New Logo

Growth



Design Process

City Springs



Design Process Evolution





SANDY SPRINGS

GEORGIA



SANDY SPRINGS
GEORGIA



SANDY SPRINGS
GEORGIA

Organic elements form a dynamic S shape
Streamlined, modern interpretation of existing mark
Energy



CITY SPRINGS



SANDY SPRINGS
GEORGIA







SANDY SPRINGS

GEORGIA









Exploration

Vitality







Thank You

IMBIBE

BRAND DESIGN